

IN THE CLAIMS

The following listing will replace all prior versions and listings of claims in the application.

1-33. Cancelled

34. (Currently amended) A method of processing a promotion from a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online at a sales price amount, wherein the item for sale can be identified on the second system by a customer using the second system;

providing, by the second system, a portal containing a plurality of promotions wherein the customer can search for a promotion from the first party associated with the item for sale, wherein the customer can search for the promotion after the customer has identified the item for sale on the second system, the promotion having a promotion amount;

receiving, by the second system an online purchase request from the customer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the customer a purchase amount corresponding to the sales price amount less the promotion amount; and

electronically communicating, by the second system to the first system, an indication regarding the collection from the customer of the purchase amount.

35. (Previously presented) A method of processing a promotion from a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online at a sales price amount, the item for sale having associated with it, by the second system of the second party, a promotion from the first party, the promotion having a promotion amount, wherein the second system is distinct from the first system and the second party is distinct from the first party;

receiving, by the second system, an online purchase request from a buyer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount; and

causing, by the second system, shipment by the second party of the item for sale to the buyer.

36. (Previously presented) A method of processing a promotion for a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online, wherein the item has been acquired by the second party from the first party, the item for sale having associated with it a promotion from the first party, the promotion having a promotion amount, wherein the second system is distinct from the first system and the second party is distinct from the first party;

receiving, by the second system, an online purchase request from a buyer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to a sales price amount less the promotion amount; and

collecting, by the second system, a service fee associated with the online purchase request.

37. (Previously presented) The method of claim 36 wherein the service fee is collected from the buyer.

38. (Previously presented) The method of claim 37 wherein a first amount is defined by the sales price less the promotion amount, and the purchase amount collected from the buyer equals the first amount plus the service fee.

39. (Previously presented) The method of claim 36 wherein the service fee is collected from the first party.